

# RAQUEL GUERREIRO

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## Experience

### Senior Brand & Digital Designer

#### Factory International

JUL 2022 – PRESENT

- Crafted innovative **brand campaigns** from concept to execution across diverse touchpoints, including the membership programme identity.
- **Art directed campaign imagery** and oversaw campaign photoshoots, ensuring visual consistency and alignment with the creative concept.
- **Applied design thinking** to tackle brand challenges, notably adapting the Factory International brand for the **building renamed** Aviva Studios, balancing partner and organisational needs.
- Built and refined **brand guidelines, systems, and templates**.
- Gained deep understanding of brand ecosystems and cross-platform communication.

### UX/UI & Brand Designer

#### V-A Studio

OCT 2020 – JUN 2022

- **Designed brand identities and digital experiences** for start-ups, luxury brands, and non-profits.
- Led projects from **brand strategy to wireframes, prototypes, and client presentations**, delivering creative solutions across multiple platforms.

### Digital & Graphic Designer

#### This Must Be the Place

NOV 2019 – SEP 2020

- Crafted sophisticated brand identities, visual systems, and guidelines for **high-end and luxury clients**.
- Delivered polished digital-first solutions, including **premium website design and implementation**.

### Communication Designer

#### Lisbon Architecture Triennale

MAR 2015 – OCT 2019

- Collaborated with **industry-leading designers** and studios.
- Delivered digital, print, and exhibition projects, including print production, from **concept to final execution**.

## Profile

Hi, I'm Raquel. I design experiences that blend identity, UX/UI, and art direction into work that matters. Guided by grids, storytelling, and music, I draw inspiration from sketching, cinema, and the subtle beauty of everyday life.

Off-screen, I'm a devoted reader of classics and challenging books, a cookbook explorer, a gig-goer, and a solo cinema enthusiast. I draw to slow down, see the world differently, and discover the small details that spark big ideas. Always curious, always learning.

## Education

### Front-end & Responsive Web Development, EDIT Lisbon

2017

### BA-Communication Design Faculty of Fine-Arts Lisbon

2011 – 2014